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BC Stats

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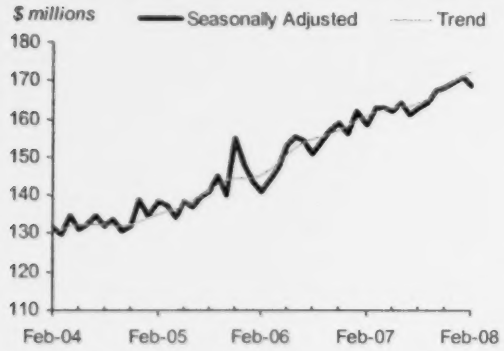
Tourism Sector Monitor ◆ May 2008

Room Revenue

In February, provincial room revenues fell (-1.2%) for the first time since July 2007. Thompson/Okanagan (-6.3%) and Vancouver Island/Coast (-4.3%), which together account for about a third of the provincial total, recorded the largest decreases. Accommodations in Cariboo and Nechako (each at -1.5%) also had a less lucrative month. On the other hand, Kootenay (+9.8%) experienced the largest month-over-month increase in two years and North Coast (+2.7%) saw revenues advance for the third consecutive month. Northeast (+0.3%) and Mainland/ Southwest (+0.2%) also posted gains in the second month of 2008.

Room revenues down 1.2% in February



Hotels recorded a 1.3% decrease in February, wiping out all of the gains made in the previous month. All establishments saw declines, most notably small (1-75 rooms; -2.6%) and very large (251+ rooms; -1.9%) hotels. Motel operators also experienced a drop in business (-2.6%), ending a four-month-long upturn. Returns at other accommodations, including vacation rentals and fishing lodges, were unchanged (0.0%).

Table 1. Room Revenue
(seasonally adjusted)

Accommodation Type	Feb 08 ($000)	Jan 08 ($000)	% change
Total	168,766	170,819	-1.2
Hotels	125,334	127,016	-1.3
Motels	19,931	20,463	-2.6
Other Accommodations	23,200	23,196	0.0
Regions (Top 3 performers)			
Kootenay	8,465	7,707	+9.8
North Coast	2,590	2,522	+2.7
Northeast	5,085	5,070	+0.3

Visitor Entries

The number of visitors entering Canada through BC fell 1.0% in February. Entries from the US were down (-1.1%) with both same-day (-2.6%) and overnight (-0.4%) visitation showing declines.

Entries from overseas dipped (-0.5%) ending three consecutive months of increases. Although entries from Asia were up 2.3%, this was not enough to offset fewer travellers from Oceania (-5.9%) and Europe (-3.5%).

The number of Canadians returning home via BC (+1.4%) continued to rise in February. Total (+1.0%) and same-day (+2.6%) trips to the US advanced and overseas travel by Canadians was also higher (+4.1%).

Visitor entries dipped 1.0% in February

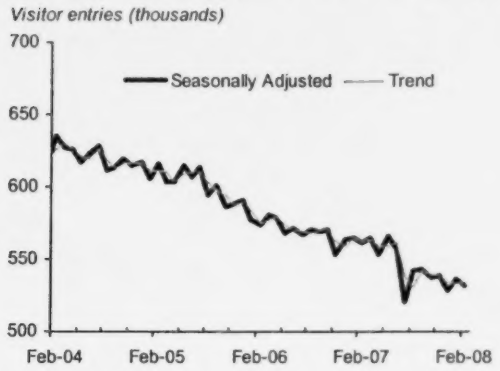


Table 2. Traveller Entries
(seasonally adjusted)

	Feb-08 ('000)	Jan-08 ('000)	% chg from Jan-08
American visitors			
Total	403	408	-1.1
Same-day	133	137	-2.6
Overnight	270	271	-0.4
Overseas visitors			
Total	129	129	-0.5
Europe	42	43	-3.5
UK	20	21	-5.7
Asia	59	57	2.3
Japan	14	14	-1.1
Taiwan	4	5	-11.4
Oceania	16	16	-5.9

(BC Stats & Statistics Canada)

Note: Total Overseas visitors is not equal to the sum of visitors from Europe, Asia and Oceania since it includes other areas

Other Indicators

BC's hotel occupancy rate fell 1.1 percentage points to 66.4% in February. However, the daily room rate advanced (+0.5%) for the third consecutive month, averaging $133.90.

Table 3. Other Tourism Indicators
(seasonally adjusted)

	Feb-08	Change from Jan-08
Hotel Industry		
Occupancy rate (%)	66.4	-1.1 pp.
Average room charge ($) *(Pannell Kerr Forster)*	133.90	0.5
Airport Passengers	**(000s)**	**(%)**
Vancouver International Airport		
Total traffic	1,570	1.2
US (trans-border)	396	3.7
Other International	377	0.2
Canada (domestic) *(YVR)*	797	0.4
Victoria International Airport		
Total traffic *(Victoria Airport Authority)*	127	0.8
Food Services Receipts	**($ millions)**	**(%)**
All establishments *(Statistics Canada)*	667	2.5
Transportation	**(000s)**	**(%)**
Coquihalla Highway		
Passenger Vehicles *(Ministry of Transportation)*	158	-29.7
BC Ferries		
Vehicle Volume	702	-0.1
Passenger Volume *(BC Ferries)*	1,789	0.2
Exchange Rates	**Cdn $**	
US $	1.001	+0.01
UK Pound	0.510	+0.01
Japanese Yen	107.193	+0.66
Australian $ *(Statistics Canada)*	1.096	-0.03

Note: pp. percentage points

Note to readers: all data in the *Tourism Sector Monitor* are reported on a **seasonally adjusted** basis.

In February, both the Vancouver (+1.2%) and Victoria (+0.8%) airports saw an increase in passenger traffic. BC Ferries recorded a slight decrease in the number of vehicles (-0.1%), while passenger volume (+0.2%) inched higher. An avalanche closed the Coquihalla Highway for eight days in February, causing a sharp drop (-29.7%) in passenger vehicle traffic.

BC's food services and drinking places industry saw revenues climb (+2.5%, *seasonally adjusted*) in February. An increase in receipts at food service establishments offset a drop in business at drinking places.

A look ahead—March 2008

Preliminary estimates suggest that room revenues were down again (-0.4%) in March. Most regions of the province experienced declines, including Kootenay (-7.2%), North Coast (-3.2%), Cariboo (-3.1%), Thompson/Okanagan (-1.2%) and Mainland/Southwest (-0.4%). However, Northeast (+5.8%) built on February's gain while Nechako (+4.2%) and Vancouver Island/Coast (+1.5%) saw revenues rebound.

Returns at BC hotels advanced (+1.6%) in March. Although large hotels (151-250 rooms; -1.5%) experienced a decline, this was offset by higher revenues at small (1-75 rooms; +3.7%), very large (251+ rooms; +2.7%) and mid-sized (76-150 rooms; +0.7%) hotels. Motels (-0.9%) and vacation rentals (-6.2%) saw revenues fall for the second straight month. However, fishing lodges, bed and breakfasts, and other types of accommodation (+6.5%) recorded the largest monthly increase since January 2007.

Traveller entries to Canada via BC fell (-2.4%) for the second consecutive month in March. Visitation from the US (-1.5%) continued on a downward track as there were fewer Americans on same-day (-2.6%) and overnight (-1.0%) trips. The number of visitors from overseas countries slumped (-5.2%), reflecting a significant decrease in Asian entries (-6.0%). Travel from Oceania (-8.5%) was also down while more Europeans (+1.9%) entered the province.

The province's largest airports were not as busy, as both the Victoria (-3.3%) and Vancouver (-0.5%) terminals saw a decrease in the number of travellers. However, vehicle (+0.5%) and passenger (+0.2%) volume aboard BC Ferries was up. The number of passenger vehicles travelling along the Coquihalla Highway surged (+37.8%) as the route returned to normal operation in March.

About preliminary numbers

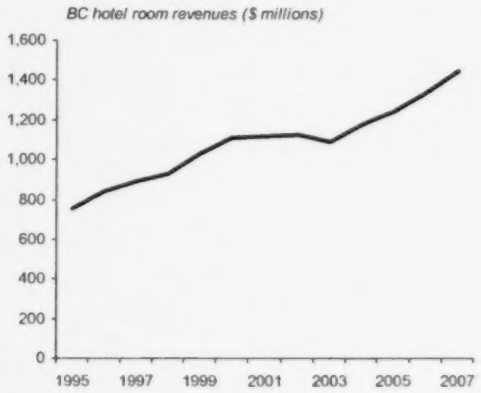
Companies file their hotel room taxes with varying delays. The initial data retrieved by BC Stats may be revised considerably over the following months. BC Stats reports room revenues with a three-month lag. For example, data for January are not reported until April. However, we also briefly report "preliminary data" with a two-month lag.

How accurate is the preliminary data? Over 21 reports in 2006 and 2007, BC room revenues changed (rose or fell on a month-over-month basis) on average by 2.4% (absolute value). The preliminary numbers—reported in the "look ahead" section—were less by an average of 0.2 percentage points partly because the initial data retrieved may not be complete until later that month. For example, if the preliminary figure is 1.5, the actual number probably is around 1.7. And if the preliminary figure is -0.5, the actual number is about -0.3.

Special Focus:
Checking Out Hotel Occupancy and Room Rates in BC

There are more than 700 hotels in BC, which generated close to three-quarters (74%) of provincial room revenues in 2007. Not only do hotels account for the lion's share of earnings of the accommodation sector, their revenues have grown significantly since the mid-1990s. Over the 1995 to 2007 period, returns at the province's hotels jumped 93.0% from an estimated $751.4 million to $1.4 billion.

Room revenues at hotels have nearly doubled since 1995



Data Source: BC Stats

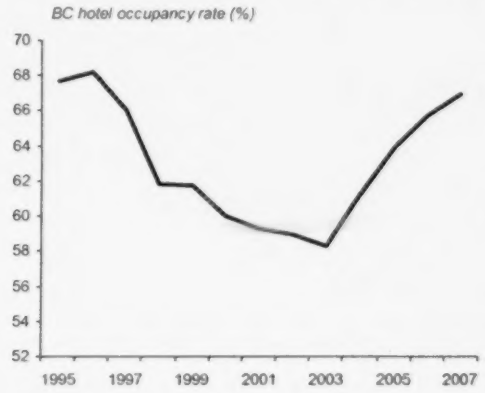
Two factors that directly influence hotel room revenues are the occupancy rate (i.e., the number of occupied rooms as a percentage of total available rooms) and the average daily room rate. In addition, occupancy and room rates at other types of accommodation will also affect business at hotels. For example, in rural areas of the province motels tend to outnumber hotels, so hotel operators have to compete with lower-cost accommodations. Also, cost-conscious travellers may choose a motel over a hotel based solely on the difference in room rates, so there is some degree of substitution occurring between hotels and other accommodations.

Using information from Pannell Kerr Forster's monthly *Trends in the Canadian Hotel Industry* publication, it is possible to examine hotel occupancy and room rates in BC at both the provincial and regional levels.

Recent trends in BC's hotel occupancy and room rates

From 1997 to 2003, occupancy rates in the province declined steadily and bottomed out at 58.3%, the lowest rate recorded since the mid-1980s. In 2004, occupancy rates began to recover and have continued on an upward track ever since, reaching their highest levels in 11 years in 2007 (66.9%).

Following several years of declines, BC hotels saw occupancy rates rebound in 2004

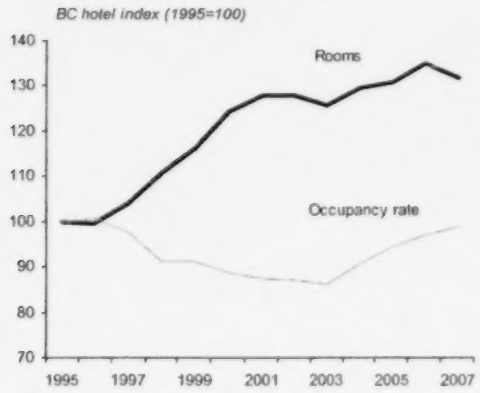


Data Source: Pannell Kerr Forster

Occupancy rates are determined not only by demand-side factors but also the available supply of hotel rooms. Since occupancy rates are inversely related to capacity, an increase in the number of rooms (assuming all else being equal) could partially account for the decrease in occupancy rates recorded from 1997 to 2003. According to

BC Stats estimates, the total number of rooms in the province rose 20.8% over this period. However, room counts expanded from 2004 to 2006 while occupancy rates also increased, as it is likely that market demand began to offset the increase in room supply.

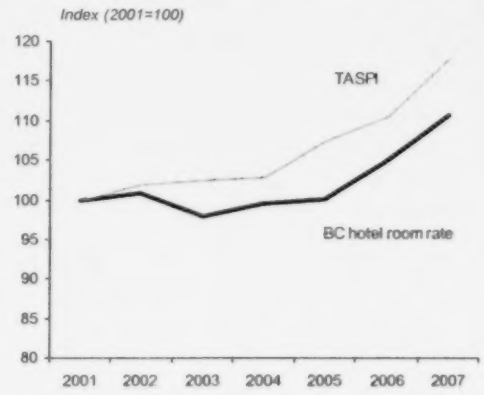
The number of hotel rooms rose from 1997 to 2003 while occupancy rates fell



Data Source: Pannell Kerr Forster & BC Stats

With respect to average daily room rates, we would expect an upward trend over time as hotel operators pass on increased costs to guests. From 2001 to 2007, the average room rate in the province advanced 10.7%. Over the same period, the Traveller Accommodation Services Price Index (TASPI), which reflects changes in room rates for short-term accommodation including hotels and motels, grew at a faster rate (+17.7%). However, price changes in motel lodging services, which are included in the TASPI, may partially account for the discrepancy in growth rates between the two series.

Hotel room rates have not kept pace with the overall price level for short-term accommodation services



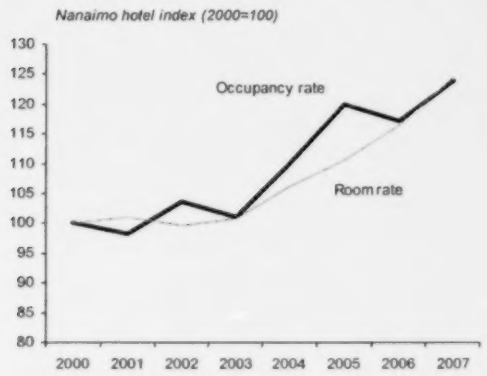
Data Source: Pannell Kerr Forster & Statistics Canada

It should be noted that there is an inherent relationship between the occupancy rate and the room rate. For example, a hotel operator may choose to sacrifice occupancy by raising room rates. Conversely, a reduction in room rates may lead to an increase in demand for hotel accommodation, which would cause occupancy rates to move up (assuming a fixed supply of rooms).

Nanaimo has shown the strongest growth in occupancy rates

From 2000 to 2007, Nanaimo's hotel occupancy rate increased 13.2 percentage points, the largest gain in the province. At the same time, average room rates also climbed (+24.7%). In comparison, Greater Victoria saw its occupancy rate remain relatively flat during this period (+0.4) while Parksville/Qualicum (-0.2) recorded a slight decrease.

Despite the rising cost of hotel rooms in Nanaimo, occupancy rates are trending up



Data Source: Pannell Kerr Forster

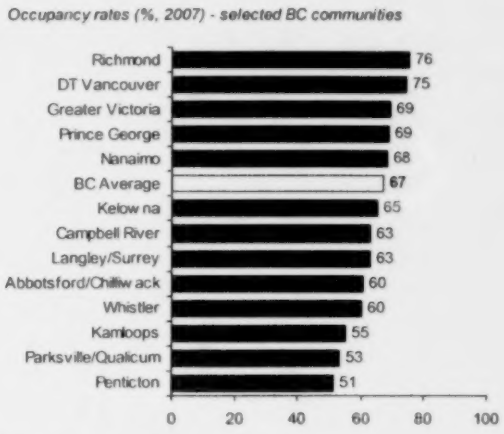
Since both occupancy and room rates in Nanaimo expanded from 2000 to 2007, it is reasonable to assume that growth in the hotel industry was demand-side driven. Whether this is due to increased marketing efforts or other promotional activities undertaken by local industry is difficult to determine without a more detailed analysis. However, it is likely that Nanaimo's geographical location as a gateway to Vancouver Island has helped boost the hotel industry in this area.

During the 2000 to 2007 period, areas of Greater Vancouver also showed notable increases in occupancy rates, including Richmond (+9.9 percentage points) and Langley/Surrey (+8.5). Outside the Lower Mainland, growth in Prince George (+8.1) outpaced Kelowna (+3.3), Kamloops (+3.2) and Penticton (-0.5).

Hotels in Greater Vancouver have the highest occupancy rates

Typically, the highest occupancy rates are in large urban centres in the Greater Vancouver area. For example, Richmond (76%) led the province in 2007, which is likely due to its proximity to the Vancouver International Airport. Similarly, hotels in downtown Vancouver operated at 75% of capacity while occupancy rates in Greater Victoria and Prince George (each at 69%) were slightly lower. Hotels in Kamloops (55%), Parksville/Qualicum (53%) and Penticton (51%) operated at just over half capacity on average in 2007.

The busiest hotels are located in Richmond and Downtown Vancouver

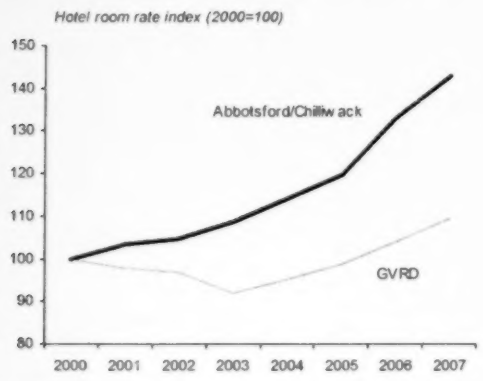


Data Source: Pannell Kerr Forster

Room rates in Abbotsford/Chilliwack have shown considerable growth but remain among the lowest in BC

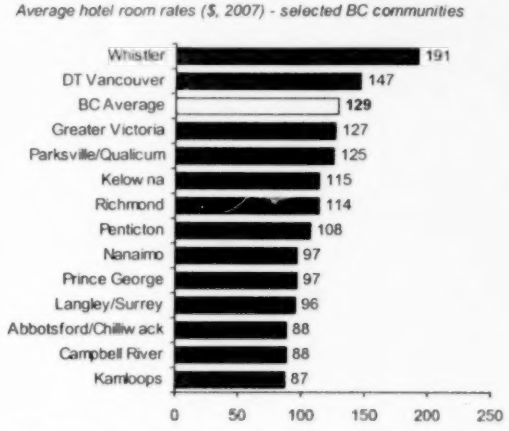
From 2000 to 2007, the average hotel room rate in Abbotsford/Chilliwack rose 42.9%, significantly higher than the increase for the Greater Vancouver Regional District (GVRD) (+9.5%). This rate of growth also surpassed Richmond (+26.0%) and Langley/Surrey (+25.1%).

The increase in room rates in Abbotsford/Chilliwack exceeds the GVRD



Data Source: Pannell Kerr Forster

Whistler has the highest average hotel room rate in the province



Data Source: Pannell Kerr Forster

Although the average room rate in Abbotsford/Chilliwack has shown substantial growth in recent years, it still remains among the lowest in the province. In 2007, the average daily charge for a hotel room was $88, with only Campbell River ($88) and Kamloops ($87) showing similar rates. Not surprisingly, the highest room rates in the province are in the resort community of Whistler ($191), where the price of a hotel room is about one and a half times greater than the provincial average ($129). Hotels in downtown Vancouver charged $147 on average in 2007, while room rates in Greater Victoria ($127) and Parksville/Qualicum ($125) were just below the BC average. Operators in Kelowna, Richmond and Penticton also charged more than $100 per night for a hotel room last year.

Table 1: Room Revenue by Development Region ($000), Seasonally Adjusted

Period	Vancouver Island/Coast	Mainland Southwest	Thompson Okanagan	Kootenay	Cariboo	North Coast	Nechako	Northeast	BC Total
Annual data									
2003	273,067	809,809	214,550	70,671	43,018	19,362	8,930	46,264	1,485,670
2004	295,246	863,430	231,041	75,467	46,201	20,104	8,811	50,656	1,590,956
2005	310,195	902,633	251,869	77,314	52,172	20,773	10,152	63,236	1,688,343
2006	324,624	970,884	273,102	85,171	56,610	21,928	10,478	72,514	1,815,312
2007	351,473	1,042,449	306,282	96,919	61,045	28,268	12,389	67,457	1,966,282
Annual growth rates									
2003	1.6	-4.8	3.7	0.6	-3.4	1.8	1.0	22.0	-1.4
2004	8.1	6.6	7.7	6.8	7.4	3.8	-1.3	9.5	7.1
2005	5.1	4.5	9.0	2.4	12.9	3.3	15.2	24.8	6.1
2006	4.7	7.6	8.4	10.2	8.5	5.6	3.2	14.7	7.5
2007	8.3	7.4	12.1	13.8	7.8	28.9	18.2	-7.0	8.3
Monthly data									
Feb-07	28,527	84,978	24,813	7,721	4,999	2,035	931	4,633	158,638
Mar-07	29,386	86,856	25,201	7,779	5,012	2,307	1,011	5,350	162,902
Apr-07	29,514	87,102	25,002	7,451	4,727	2,333	992	5,610	162,731
May-07	29,337	85,377	25,014	7,889	5,136	2,250	1,134	5,813	161,949
Jun-07	29,341	86,410	25,879	8,187	4,908	2,466	989	6,037	164,218
Jul-07	29,747	83,674	25,309	8,030	4,834	2,445	1,030	5,956	161,025
Aug-07	28,640	86,088	25,496	8,150	5,003	2,514	1,062	6,054	163,007
Sep-07	29,689	86,996	25,236	8,100	4,932	2,446	1,068	5,648	164,114
Oct-07	29,423	89,731	25,368	8,402	5,380	2,470	1,083	5,638	167,495
Nov-07	29,580	88,776	26,373	9,054	5,548	2,432	1,089	5,529	168,381
Dec-07	29,089	91,267	26,030	8,423	5,610	2,445	1,033	5,651	169,548
Jan-08	29,572	92,897	26,619	7,707	5,478	2,522	954	5,070	170,819
Feb-08	28,286	93,072	24,934	8,465	5,394	2,590	940	5,085	168,766
Month-over-month growth rates									
Feb-07	-2.3	-0.3	-6.6	-0.2	0.9	-4.2	-3.7	-16.3	-2.2
Mar-07	3.0	2.2	1.6	0.8	0.3	13.4	8.6	15.5	2.7
Apr-07	0.4	0.3	-0.8	-4.2	-5.7	1.1	-1.9	4.9	-0.1
May-07	-0.6	-2.0	0.0	5.9	8.7	-3.6	14.3	3.6	-0.5
Jun-07	0.0	1.2	3.5	3.8	-4.4	9.6	-12.7	3.9	1.4
Jul-07	1.4	-3.2	-2.2	-1.9	-1.5	-0.9	4.1	-1.4	-1.9
Aug-07	-3.7	2.9	0.7	1.5	3.5	2.8	3.1	1.6	1.2
Sep-07	3.7	1.1	-1.0	-0.6	-1.4	-2.7	0.5	-6.7	0.7
Oct-07	-0.9	3.1	0.5	3.7	9.1	1.0	1.5	-0.2	2.1
Nov-07	0.5	-1.1	4.0	7.8	3.1	-1.5	0.5	-1.9	0.5
Dec-07	-1.7	2.8	-1.3	-7.0	1.1	0.6	-5.1	2.2	0.7
Jan-08	1.7	1.8	2.3	-8.5	-2.4	3.1	-7.6	-10.3	0.7
Feb-08	-4.3	0.2	-6.3	9.8	-1.5	2.7	-1.5	0.3	-1.2

February month-over-month percent growth

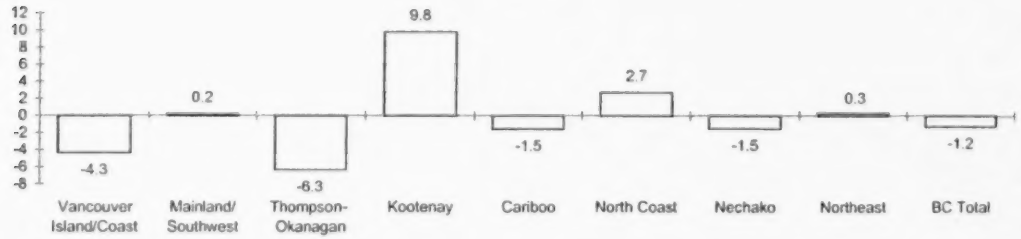


Table 2: Room Revenue by Accommodation Type ($000), Seasonally Adjusted

Period	Hotels (Rooms)				Motels	Vacation Rentals	Miscellaneous incl. Fishing Lodges
	251+	151-250	76-150	1-75			
Annual data							
2003	437,158	180,831	297,417	174,343	181,554	119,345	95,022
2004	467,820	198,608	321,679	185,804	195,070	123,473	98,502
2005	481,581	211,406	346,528	203,166	210,861	134,245	100,555
2006	506,995	230,059	379,442	221,126	234,346	135,407	107,938
2007	535,034	251,128	425,188	238,570	243,711	148,776	123,876
Annual growth rates							
2003	-6.1	-4.0	0.1	0.0	-0.2	6.3	9.4
2004	7.0	9.8	8.2	6.6	7.4	3.5	3.7
2005	2.9	6.4	7.7	9.3	8.1	8.7	2.1
2006	5.3	8.8	9.5	8.8	11.1	0.9	7.3
2007	5.5	9.2	12.1	7.9	4.0	9.9	14.8
Monthly data							
Feb-07	44,687	20,644	33,985	19,074	21,076	11,879	9,899
Mar-07	44,298	21,039	34,389	19,290	20,458	12,241	10,433
Apr-07	44,888	20,883	34,682	19,824	20,578	12,340	10,004
May-07	42,479	21,321	35,277	20,534	20,183	12,424	10,213
Jun-07	43,643	20,814	35,256	20,290	20,235	13,544	10,236
Jul-07	42,122	20,599	35,424	20,074	19,388	12,442	10,283
Aug-07	43,201	20,368	35,875	20,023	19,633	12,470	10,521
Sep-07	45,289	20,968	36,157	20,120	19,597	12,345	10,331
Oct-07	46,234	22,194	36,627	20,230	20,004	12,221	10,380
Nov-07	45,432	21,092	36,776	19,885	20,256	12,041	10,744
Dec-07	48,410	20,666	36,886	19,919	20,432	12,733	10,754
Jan-08	49,073	21,176	36,834	19,933	20,463	12,845	10,351
Feb-08	48,157	21,016	36,754	19,408	19,931	12,866	10,334
Month-over-month growth rates							
Feb-07	0.8	0.5	0.4	-1.2	-3.6	-1.8	-1.8
Mar-07	-0.9	1.9	1.2	1.1	-2.9	3.0	5.4
Apr-07	1.3	-0.7	0.9	2.8	0.6	0.8	-4.1
May-07	-5.4	2.1	1.7	3.6	-1.9	0.7	2.1
Jun-07	2.7	-2.4	-0.1	-1.2	0.3	9.0	0.2
Jul-07	-3.5	-1.0	0.5	-1.1	-4.2	-8.1	0.5
Aug-07	2.6	-1.1	1.3	-0.3	1.3	0.2	2.3
Sep-07	4.8	2.9	0.8	0.5	-0.2	-1.0	-1.8
Oct-07	2.1	5.8	1.3	0.5	2.1	-1.0	0.5
Nov-07	-1.7	-5.0	0.4	-1.7	1.3	-1.5	3.5
Dec-07	6.6	-2.0	0.3	0.2	0.9	5.8	0.1
Jan-08	1.4	2.5	-0.1	0.1	0.2	0.9	-3.7
Feb-08	-1.9	-0.8	-0.2	-2.6	-2.6	0.2	-0.2

February month-over-month percent growth

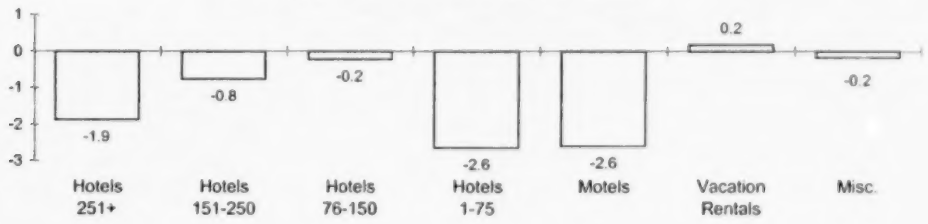


Table 3: Unadjusted Room Revenue by Regional District

Development Region/ Regional District	Revenue ($000)		Revenue % change from		Properties (#)	Properties # chg from	Rooms (#)	Rooms # chg from
	Feb-08	YTD 08	Feb-07	YTD 07	Feb-08	Feb-07	Feb-08	Feb-07
Vancouver Island/Coast								
17 Capital								
Total - All accommodation types	**8,651**	**15,264**	**-0.1**	**-0.3**	**149**	**1**	**8,016**	**-75**
Total - Hotels	7,257	12,744	-0.7	-0.9	65	1	5,501	-19
76+ Rooms	5,479	9,551	-3.3	-4.1	26	0	3,927	0
1-75 Rooms	1,777	3,193	8.3	10.2	39	1	1,574	-19
Motels	872	1,546	10.4	5.1	22	-3	943	-117
Vacation Rentals	163	307	25.5	19.3	26	0	304	0
19 Cowichan Valley								
Total - All accommodation types	**549**	**1,024**	**8.9**	**0.7**	**31**	**-3**	**613**	**-56**
Motels	101	187	-24.9	-22.3	13	-3	250	-60
21 Nanaimo								
Total - All accommodation types	**2,393**	**4,593**	**6.9**	**7.2**	**61**	**2**	**2,649**	**314**
Total - Hotels	1,453	2,756	5.7	5.1	19	1	1,244	149
Motels	460	882	6.1	8.1	22	1	627	43
Vacation Rentals	418	835	10.3	11.7	17	1	693	153
23 Alberni-Clayoquot								
Total - All accommodation types	**2,022**	**3,629**	**5.3**	**4.8**	**54**	**2**	**1,462**	**63**
Motels	195	379	21.7	29.6	19	1	381	9
Vacation Rentals	764	1,379	2.8	1.7	14	0	348	12
Miscellaneous	451	767	-4.9	-7.7	11	2	233	47
25 Comox-Strathcona								
Total - All accommodation types	**2,231**	**4,267**	**6.8**	**4.0**	**53**	**-4**	**1,458**	**-65**
Total - Hotels	990	1,915	9.2	5.2	10	1	525	34
Motels	551	1,069	-0.5	-2.7	19	-3	553	-72
Vacation Rentals	258	547	-3.2	6.7	17	0	215	-5
27 Powell River								
Total - All accommodation types	**207**	**447**	**-12.2**	**-0.6**	**19**	**-1**	**398**	**-12**
43 Mount Waddington								
Total - All accommodation types	**354**	**678**	**-2.9**	**13.9**	**16**	**0**	**599**	**10**
Total - Hotels	203	357	-11.7	6.6	10	1	447	5
Mainland/Southwest								
09 Fraser Valley								
Total - All accommodation types	**3,434**	**6,329**	**15.5**	**17.2**	**68**	**-1**	**2,474**	**-31**
Total - Hotels	2,388	4,424	14.0	16.9	17	-1	1,336	-26
Motels	568	1,074	15.7	17.4	36	0	919	-1
15 Greater Vancouver								
Total - All accommodation types	**50,960**	**96,244**	**11.4**	**10.7**	**224**	**-7**	**25,028**	**-782**
Total - Hotels	47,994	90,415	11.8	10.8	156	-6	22,196	-693
251+ Rooms	24,262	45,621	9.0	8.4	21	-1	8,502	-438
151-250 Rooms	10,452	19,473	17.3	16.3	26	0	5,061	0
76-150 Rooms	10,099	19,131	15.2	13.0	54	0	5,824	0
1-75 Rooms	3,181	6,190	6.8	5.6	55	-5	2,809	-255
Motels	1,245	2,347	11.1	8.0	33	-2	1,450	-69
Vacation Rentals	1,398	2,820	-0.7	6.5	17	2	485	-16
29 Sunshine Coast								
Total - All accommodation types	**276**	**522**	**-1.7**	**-5.8**	**18**	**2**	**356**	**24**
31 Squamish-Lillooet								
Total - All accommodation types	**33,118**	**64,540**	**6.2**	**7.5**	**83**	**-12**	**5,687**	**-1,611**
Total - Hotels	27,059	52,385	8.4	8.9	36	-8	4,475	-1,149
76+ Rooms	25,510	49,467	9.3	9.7	21	-6	3,972	-1,038
1-75 Rooms	1,549	2,919	-4.3	-2.9	15	-2	503	-111
Vacation Rentals	4,928	10,069	-4.9	0.8	26	-4	833	-402
Miscellaneous	1,004	1,815	8.5	7.2	13	-1	185	-70

Table 3: Unadjusted Room Revenue by Regional District

Development Region/ Regional District	Revenue				Properties		Rooms	
	($000)		% change from		(#)	# chg from	(#)	# chg from
	Feb-08	YTD 08	Feb-07	YTD 07	Feb-08	Feb-07	Feb-08	Feb-07
Thompson/Okanagan								
07 Okanagan-Similkameen								
Total - All accommodation types	**1,604**	**2,909**	**7.9**	**6.4**	**83**	**2**	**2,711**	**12**
Total - Hotels	961	1,647	14.6	3.1	15	-1	1,115	-47
Motels	446	842	9.9	10.6	48	0	1,260	42
Vacation Rentals	121	255	-24.1	-0.1	10	0	212	0
33 Thompson-Nicola								
Total - All accommodation types	**5,290**	**10,283**	**-6.7**	**-5.0**	**124**	**-8**	**5,130**	**-340**
Total - Hotels	2,511	4,728	4.1	5.6	33	-2	2,143	-169
76+ Rooms	2,215	4,160	6.4	8.7	13	0	1,475	-3
1-75 Rooms	295	568	-10.6	-12.3	20	-2	668	-166
Motels	1,089	2,176	9.0	8.8	69	-3	2,093	-65
Vacation Rentals	1,476	2,976	-21.6	-16.8	10	-1	386	-80
35 Central Okanagan								
Total - All accommodation types	**5,657**	**12,520**	**3.0**	**7.4**	**49**	**-6**	**3,547**	**-303**
Total - Hotels	3,416	7,116	4.3	8.8	20	-1	1,941	29
Motels	513	977	2.4	7.5	17	-2	829	-63
37 North Okanagan								
Total - All accommodation types	**2,418**	**5,003**	**1.0**	**5.1**	**36**	**-4**	**1,581**	**-76**
Total - Hotels	1,128	2,241	6.4	10.4	13	0	795	0
Motels	307	610	-12.4	-6.3	15	-3	514	-72
39 Columbia-Shuswap								
Total - All accommodation types	**4,226**	**7,575**	**10.7**	**8.7**	**85**	**-7**	**2,927**	**-168**
Total - Hotels	1,360	2,521	2.4	2.6	19	0	1,019	-94
Motels	1,403	2,483	27.8	22.0	37	-2	1,446	-26
Miscellaneous	1,295	2,298	2.7	1.0	23	-4	379	-39
Kootenay								
01 East Kootenay								
Total - All accommodation types	**7,487**	**12,390**	**12.7**	**5.5**	**101**	**1**	**4,458**	**147**
Total - Hotels	2,800	4,749	32.1	21.7	32	1	1,907	180
76+ Rooms	2,074	3,484	36.9	23.6	12	2	1,179	197
1-75 Rooms	726	1,265	20.2	16.7	20	-1	728	-17
Motels	674	1,198	-11.2	-3.9	34	-1	822	-52
Vacation Rentals	2,666	4,115	9.7	-0.0	14	0	1,016	11
03 Central Kootenay								
Total - All accommodation types	**1,415**	**2,739**	**-3.8**	**2.8**	**64**	**1**	**1,494**	**22**
Total - Hotels	739	1,438	-0.6	1.8	17	1	750	6
Motels	269	483	-18.5	-8.9	26	0	500	-7
Miscellaneous	281	574	-1.8	8.6	11	0	171	23
05 Kootenay Boundary								
Total - All accommodation types	**883**	**1,527**	**15.9**	**7.0**	**30**	**-1**	**660**	**-7**
Motels	234	433	11.4	5.6	20	0	405	1
Cariboo								
41 Cariboo								
Total - All accommodation types	**1,117**	**2,118**	**18.9**	**13.4**	**54**	**-2**	**1,614**	**-6**
Total - Hotels	346	653	16.2	12.6	10	-2	520	-22
Motels	671	1,249	29.3	19.4	29	-3	897	-71
53 Fraser-Fort George								
Total - All accommodation types	**2,530**	**5,031**	**4.1**	**8.2**	**51**	**0**	**2,576**	**24**
Total - Hotels	1,926	3,857	5.3	9.9	19	-1	1,514	25
Motels	496	972	-0.8	3.2	27	0	952	-6

Table 3: Unadjusted Room Revenue by Regional District

Development Region/ Regional District	Revenue				Properties		Rooms	
	($000)		% change from		(#)	# chg from	(#)	# chg from
	Feb-08	YTD 08	Feb-07	YTD 07	Feb-08	Feb-07	Feb-08	Feb-07
North Coast								
47 Skeena-Queen Charlotte								
Total - All accommodation types	**719**	**1,136**	**8.8**	**11.8**	**24**	**-3**	**887**	**-46**
Motels	210	303	12.4	15.8	10	10	323	-5
49 Kitimat-Stikine								
Total - All accommodation types	**816**	**1,398**	**44.6**	**30.5**	**28**	**0**	**767**	**12**
Motels	290	536	34.7	24.7	17	1	415	32
Nechako								
51 Bulkley-Nechako + 57 Stikine								
Total - All accommodation types	**621**	**1,186**	**3.5**	**-0.2**	**36**	**-5**	**980**	**-128**
Motels	362	700	11.8	6.1	20	-4	563	-124
Northeast								
55 Peace River + 59 Northern Rockies								
Total - All accommodation types	**6,415**	**11,467**	**5.6**	**-2.7**	**66**	**1**	**3,473**	**503**
Total - Hotels	3,805	7,165	11.4	11.6	28	2	2,075	316
Motels	1,238	2,296	-42.7	-47.5	31	-1	927	-98

Note: Data for regions with fewer than 10 properties reporting cannot be released.

Table 4: Unadjusted Room Revenue by Urban Centre

Development Region/ Urban Centre	Revenue				Properties		Rooms	
	($000)		% change from		(#)	# chg from	(#)	# chg from
	Feb-08	YTD 08	Feb-07	YTD 07	Feb-08	Feb-07	Feb-08	Feb-07
Vancouver Island/Coast	**16,473**	**30,093**	**2.2**	**2.5**	**389**	**-2**	**15,302**	**189**
Victoria (C)	7,118	12,333	-0.8	-2.5	76	-3	5,653	-153
Saanich Peninsula	613	1,185	34.0	39.5	13	2	400	77
Other CRD	920	1,746	-10.0	-3.6	60	2	1,963	1
Nanaimo (C)	1,688	3,205	7.6	6.7	22	0	1,230	0
Port Alberni (C)	265	520	0.9	0.1	12	-1	366	-5
Comox Valley	1,112	2,071	22.4	16.3	12	1	466	34
Rest of Development Region	4,758	9,033	0.7	3.3	194	-3	5,224	235
Mainland/Southwest	**87,788**	**167,635**	**9.5**	**9.6**	**393**	**-18**	**33,545**	**-2,400**
Downtown Vancouver (C)	29,309	54,567	12.2	11.3	75	-3	11,885	-598
Other Vancouver (C)	3,391	6,522	6.3	9.0	32	-1	2,870	-4
Richmond (C)	9,846	18,998	11.6	10.6	23	-1	4,079	-25
Other GVRD	6,344	12,211	9.8	8.2	81	-4	4,877	-133
Whistler (DM)	32,066	62,476	5.6	6.8	59	-13	4,991	-1,650
Rest of Development Region	6,832	12,862	15.5	17.6	123	4	4,843	10
Thompson/Okanagan	**19,196**	**38,290**	**1.8**	**3.6**	**377**	**-23**	**15,898**	**-875**
Penticton (C)	1,001	1,745	19.4	12.1	30	-1	1,392	-16
Kamloops (C)	4,432	8,596	-7.1	-3.9	64	-5	3,810	-205
Kelowna (C)	5,393	11,799	2.1	5.9	41	-5	2,974	-268
Vernon (C)	2,399	4,908	1.6	5.6	30	-3	1,450	-72
Revelstoke (C)	1,899	3,505	40.0	32.5	26	0	1,045	16
Golden (T)	1,313	2,250	-12.1	-12.9	30	-5	984	-155
Rest of Development Region	2,759	7,738	0.2	42.5	156	-4	4,241	-175
Kootenay	**9,785**	**16,656**	**10.2**	**5.2**	**195**	**1**	**6,612**	**162**
Cranbrook (C)	803	1,397	7.1	8.8	19	1	917	94
Fernie (C)	3,142	5,139	4.7	-2.1	23	-4	998	-88
Nelson (C)	598	1,130	-3.2	0.1	14	-1	478	-45
Rest of Development Region	5,242	8,991	16.2	10.0	139	5	4,219	201
Cariboo	**3,647**	**7,149**	**8.3**	**9.7**	**105**	**-2**	**4,190**	**18**
Quesnel (C)	240	445	27.7	16.3	11	0	418	0
Williams Lake (C)	384	743	21.5	16.8	10	-1	481	-55
Prince George (C)	1,930	3,842	7.8	13.5	27	-1	1,786	20
Rest of Development Region	1,093	2,120	1.7	0.2	57	0	1,505	53
North Coast	**1,535**	**2,534**	**25.2**	**21.4**	**52**	**-3**	**1,654**	**-34**
Prince Rupert (C)	657	1,031	14.9	18.5	15	0	762	1
Terrace (C)	480	886	30.5	29.5	10	-1	387	-20
Rest of Development Region	398	617	39.2	15.7	27	-2	505	-15
Nechako	**621**	**1,186**	**3.5**	**-0.2**	**36**	**-5**	**980**	**-128**
Smithers (T)	353	645	9.4	8.8	12	-1	387	-38
Rest of Development Region	268	541	-3.5	-9.1	24	-4	593	168
Northeast	**6,415**	**11,467**	**5.6**	**-2.7**	**66**	**1**	**3,473**	**508**
Dawson Creek (C)	1,304	2,340	26.1	23.4	16	1	649	93
Fort St. John (C)	1,838	3,588	-32.1	-34.6	13	-3	972	-125
Rest of Development Region	3,273	5,539	40.1	25.9	37	3	1,852	540

Note: Data for regions with fewer than 10 properties reporting cannot be released.

Table 5: Historical Unadjusted Room Revenue by Development Region ($000)

Period	Vancouver Island/Coast	Mainland Southwest	Thompson Okanagan	Kootenay	Cariboo	North Coast	Nechako	Northeast	Total
Annual data									
2003	273,067	809,809	214,550	70,671	43,018	19,362	8,930	46,264	1,485,670
2004	295,246	863,430	231,041	75,467	46,201	20,104	8,811	50,656	1,590,956
2005	310,195	902,633	251,869	77,314	52,172	20,773	10,152	63,236	1,688,343
2006	324,624	970,884	273,102	85,171	56,610	21,928	10,478	72,514	1,815,312
2007	351,473	1,042,449	306,282	96,919	61,045	28,268	12,389	67,457	1,966,282
Annual growth rates									
2003	1.6	-4.8	3.7	0.6	-3.4	1.8	1.0	22.0	-1.4
2004	8.1	6.6	7.7	6.8	7.4	3.8	-1.3	9.5	7.1
2005	5.1	4.5	9.0	2.4	12.9	3.3	15.2	24.8	6.1
2006	4.7	7.6	8.4	10.2	8.5	5.6	3.2	14.7	7.5
2007	8.3	7.4	12.1	13.8	7.8	28.9	18.2	-7.0	8.3
Monthly data									
Feb-07	16,122	80,190	18,857	8,879	3,369	1,226	600	6,077	135,320
Mar-07	22,170	90,348	22,389	8,757	4,367	1,520	833	7,459	157,843
Apr-07	23,977	72,645	16,745	5,370	4,220	1,338	673	4,772	129,740
May-07	31,724	86,523	24,389	6,441	5,532	2,112	1,066	4,009	161,796
Jun-07	38,098	102,825	30,738	7,940	6,000	4,190	1,224	5,588	196,603
Jul-07	51,836	109,816	45,394	12,379	7,056	4,767	1,405	6,232	238,884
Aug-07	56,370	119,436	51,836	13,629	7,410	4,822	1,574	6,401	261,478
Sep-07	41,871	99,272	30,515	9,494	6,525	3,374	1,578	5,860	198,489
Oct-07	24,309	73,445	18,017	6,002	5,462	1,724	1,368	5,513	135,841
Nov-07	16,482	57,778	12,294	4,141	4,188	1,369	852	5,136	102,241
Dec-07	15,275	77,432	17,022	6,927	3,765	965	627	4,707	126,720
Jan-08	13,620	79,848	19,094	6,871	3,502	998	565	5,052	129,550
Feb-08	16,473	87,788	19,196	9,785	3,647	1,535	621	6,415	145,461
Year-over-year percent changes									
Feb-07	4.0	15.0	11.8	18.3	10.5	13.5	0.4	-3.5	12.2
Mar-07	11.8	13.7	18.9	15.3	8.8	31.7	21.3	-5.1	13.2
Apr-07	9.9	11.2	10.4	6.8	0.1	29.3	23.2	-7.8	9.7
May-07	9.4	4.6	13.0	12.3	9.6	19.6	32.0	-13.0	6.9
Jun-07	8.6	3.6	16.9	19.0	6.6	35.3	10.7	-10.1	7.3
Jul-07	11.1	-1.3	9.8	13.2	2.1	32.4	15.1	-10.6	4.4
Aug-07	6.7	7.6	10.9	12.9	7.4	41.0	22.6	-6.7	8.4
Sep-07	9.6	6.1	8.6	11.8	4.0	26.4	19.5	-12.6	7.1
Oct-07	5.2	7.9	4.9	16.3	13.0	23.9	22.6	-6.0	7.2
Nov-07	6.0	3.8	13.3	28.4	15.5	17.3	17.9	-13.5	5.7
Dec-07	1.1	10.3	9.3	11.2	15.8	13.3	13.5	3.1	8.9
Jan-08	2.9	9.8	5.6	-1.3	11.2	15.9	-3.9	-11.4	6.8
Feb-08	2.2	9.5	1.8	10.2	8.3	25.2	3.5	5.6	7.5

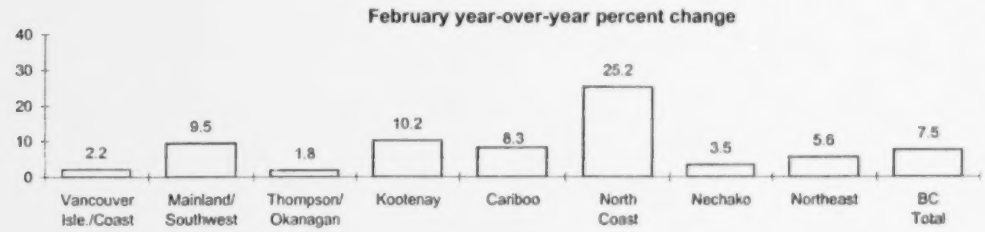


Table 6: Traveller Entries to Canada via BC, Seasonally Adjusted (000s)

Period	International							
	Total	USA			Overseas			
		Total*	Same-day	Overnight	Total	Asia	Europe	Oceania**
Annual data								
2003	7,335.3	6,137.4	2,580.7	3,556.8	1,197.8	577.6	410.1	124.8
2004	7,447.7	6,039.1	2,477.6	3,561.5	1,408.7	715.8	458.1	144.3
2005	7,224.8	5,751.0	2,314.5	3,436.5	1,473.8	723.5	493.7	157.1
2006	6,846.0	5,379.8	1,944.6	3,435.2	1,466.1	716.9	492.7	154.7
2007	6,576.8	5,062.0	1,766.9	3,295.1	1,514.8	699.3	519.0	175.4
Annual percent changes								
2003	-8.0	-7.0	-8.1	-6.1	-12.9	-24.4	-0.4	5.8
2004	1.5	-1.6	-4.0	0.1	17.6	23.9	11.7	15.6
2005	-3.0	-4.8	-6.6	-3.5	4.6	1.1	7.8	8.9
2006	-5.2	-6.5	-16.0	0.0	-0.5	-0.9	-0.2	-1.5
2007	-3.9	-5.9	-9.1	-4.1	3.3	-2.5	5.3	13.4
Monthly data								
Mar-07	565	435	157	278	130	62	44	14
Apr-07	553	429	159	270	124	58	42	14
May-07	566	439	154	285	127	58	43	15
Jun-07	556	428	149	279	128	58	45	15
Jul-07	520	393	143	250	127	59	44	14
Aug-07	542	415	147	268	127	59	44	15
Sep-07	543	415	144	271	127	59	45	15
Oct-07	538	417	138	279	120	53	41	15
Nov-07	539	413	138	275	126	58	41	16
Dec-07	529	400	132	269	129	58	43	17
Jan-08	537	408	137	271	129	57	43	16
Feb-08	532	403	133	270	129	59	42	16
Mar-08	519	397	130	267	122	55	43	14
Month-over-month growth rates								
Mar-07	0.7	-0.5	2.5	-2.1	4.8	7.6	-1.6	6.9
Apr-07	-2.1	-1.3	1.6	-2.9	-4.6	-6.3	-3.1	4.2
May-07	2.3	2.3	-3.5	5.7	2.3	-0.5	2.9	5.8
Jun-07	-1.7	-2.4	-3.4	-1.9	0.8	0.2	3.7	-4.2
Jul-07	-6.5	-8.3	-3.8	-10.7	-0.6	2.1	-1.4	-2.0
Aug-07	4.3	5.7	2.8	7.4	-0.3	-0.8	-0.6	2.1
Sep-07	0.1	0.0	-2.0	1.1	0.3	-0.3	1.1	0.7
Oct-07	-0.9	0.5	-4.0	2.9	-5.6	-8.8	-7.2	3.2
Nov-07	0.3	-1.0	-0.1	-1.5	4.8	7.8	-1.8	8.3
Dec-07	-1.9	-3.0	-4.8	-2.1	1.9	0.0	6.0	2.2
Jan-08	1.5	1.8	3.9	0.8	0.5	-0.7	0.8	-1.9
Feb-08	-1.0	-1.1	-2.6	-0.4	-0.5	2.3	-3.5	-5.9
Mar-08	-2.4	-1.5	-2.6	-1.0	-5.2	-6.0	1.9	-8.5

* Seasonally adjusted visitor entries are calculated by Statistics Canada, and are adjusted to sum to national totals.

** Australia, New Zealand, and other South Pacific nations.

SOURCE: BC STATS, Statistics Canada.

Table 7: Transportation Indicators, Seasonally Adjusted

Period	Air Passenger Traffic (000s)					Other Transportation (000s)		
	Vancouver				Victoria	BC Ferries		Coquihalla Hwy
	Total	Domestic	Trans-border	Other Int'l.	Total	Vehicles	Passengers	Passenger Vehicles
Annual data								
2003	14,322	7,267	3,815	3,241	1,183	8,263	21,348	2,480
2004	15,726	7,986	3,965	3,776	1,250	8,532	21,955	2,586
2005	16,419	8,348	4,106	3,965	1,318	8,539	21,791	2,635
2006	16,924	8,712	4,253	3,959	1,390	8,530	21,689	2,601
2007	17,495	9,017	4,361	4,118	1,482	8,558	21,690	2,730
Annual growth rates								
2003	-3.7	-2.1	-1.1	-10.0	7.3	-0.1	-0.9	-2.0
2004	9.8	9.9	3.9	16.5	5.7	3.3	2.8	4.3
2005	4.4	4.5	3.6	5.0	5.5	0.1	-0.7	1.9
2006	3.1	4.4	3.6	-0.1	5.5	-0.1	-0.5	-1.3
2007	3.4	3.5	2.6	4.0	6.6	0.3	0.0	5.0
Monthly data								
Mar-07	1,446	736	366	344	123	714	1,811	229
Apr-07	1,459	763	362	333	123	704	1,795	226
May-07	1,436	746	354	336	125	715	1,806	224
Jun-07	1,444	747	358	339	121	720	1,819	228
Jul-07	1,432	738	347	348	124	717	1,805	224
Aug-07	1,452	751	356	345	125	714	1,798	232
Sep-07	1,466	761	360	345	125	719	1,809	227
Oct-07	1,466	765	364	336	127	708	1,786	228
Nov-07	1,536	786	384	365	128	718	1,825	250
Dec-07	1,511	761	382	367	125	701	1,804	221
Jan-08	1,552	794	382	376	126	703	1,786	225
Feb-08	1,570	797	396	377	127	702	1,789	158
Mar-08	1,563	800	384	378	123	706	1,792	218
Month-over-month growth rates								
Mar-07	1.9	1.4	3.4	1.5	4.6	0.3	0.3	0.8
Apr-07	0.9	3.7	-1.0	-3.2	-0.2	-1.5	-0.9	-1.4
May-07	-1.6	-2.2	-2.3	0.7	1.3	1.6	0.6	-0.7
Jun-07	0.6	0.1	1.1	1.0	-2.7	0.7	0.7	1.7
Jul-07	-0.8	-1.2	-3.0	2.5	2.3	-0.4	-0.8	-1.9
Aug-07	1.4	1.7	2.7	-0.8	0.8	-0.4	-0.4	3.7
Sep-07	1.0	1.3	1.2	-0.1	-0.2	0.7	0.6	-2.2
Oct-07	0.0	0.6	1.1	-2.4	1.8	-1.6	-1.3	0.5
Nov-07	4.8	2.7	5.4	8.7	0.7	1.5	2.2	9.7
Dec-07	-1.6	-3.2	-0.5	0.5	-2.3	-2.4	-1.1	-11.8
Jan-08	2.8	4.3	0.0	2.5	1.0	0.2	-1.0	2.1
Feb-08	1.2	0.4	3.7	0.2	0.8	-0.1	0.2	-29.7
Mar-08	-0.5	0.4	-3.1	0.4	-3.3	0.5	0.2	37.8

Table 8: Tourism Sector Indicators, Seasonally adjusted

Period	Employment in key industries in tourism sector ('000)				Hotel Industry[2]		Consumer Price Index[1]	
	Air transport[4]	Accom-modation	Food & beverage services	Arts, entertainment & recreation	Occupancy Rate (%)[3]	Room Rate ($)	Traveller accom-modation	Restaurant food[4]
Annual data								
2003	15.4	31.5	124.0	32.9	58.3	113.7	90.1	101.8
2004	15.5	31.5	125.8	35.4	61.3	115.7	82.5	103.6
2005	15.8	32.9	128.8	35.7	63.9	116.3	80.0	106.7
2006	16.4	35.2	135.1	37.9	65.7	122.0	77.5	109.3
2007	16.7	35.8	141.1	39.1	66.9	128.6	81.1	112.2
Annual Growth Rates								
2003	5.3	-0.4	3.3	2.7	-0.6	-2.8	-9.9	1.8
2004	0.4	0.1	1.5	7.8	3.0	1.7	-8.4	1.8
2005	1.9	4.5	2.4	0.8	2.7	0.5	-3.0	2.9
2006	3.7	6.9	4.9	6.3	1.7	4.9	-3.2	2.5
2007	1.9	1.6	4.5	3.0	1.2	5.5	4.7	2.6
Monthly data								
Mar-07	16.8	35.4	140.2	39.0	66.5	126.20	80.6	110.8
Apr-07	16.8	35.7	140.1	38.9	66.9	127.80	81.2	111.0
May-07	16.7	35.5	140.4	39.3	66.7	127.80	81.2	111.0
Jun-07	16.8	35.5	141.8	39.2	66.7	127.60	79.0	111.8
Jul-07	16.9	35.5	141.2	39.1	66.1	128.00	81.1	113.1
Aug-07	16.6	35.3	141.5	39.0	66.3	129.00	81.3	113.2
Sep-07	16.5	35.9	142.4	39.2	67.1	130.10	80.9	113.3
Oct-07	16.5	35.9	142.7	39.4	68.3	131.90	81.4	113.2
Nov-07	16.5	37.4	142.7	39.1	67.8	131.80	82.5	113.0
Dec-07	16.5	36.8	142.7	38.9	66.7	132.20	82.8	112.9
Jan-08	16.4	37.3	144.2	38.9	67.5	133.20	82.7	112.3
Feb-08	16.3	36.0	145.5	39.1	66.4	133.90	82.1	113.3
Mar-08	16.0	36.9	144.2	39.0	66.5	135.00	82.6	113.8
Month-over-month growth rates								
Mar-07	1.5	0.5	0.4	-0.3	-0.4	0.5	-1.8	-0.3
Apr-07	0.0	0.9	0.0	-0.3	0.4	1.3	0.7	0.2
May-07	-0.5	-0.5	0.2	1.1	-0.2	0.0	0.0	0.0
Jun-07	0.6	0.0	0.9	-0.4	0.0	-0.2	-2.7	0.7
Jul-07	0.4	-0.1	-0.4	-0.2	-0.6	0.3	2.7	1.2
Aug-07	-1.5	-0.5	0.2	-0.1	0.2	0.8	0.2	0.1
Sep-07	-0.6	1.7	0.6	0.4	0.8	0.9	-0.5	0.1
Oct-07	-0.2	0.1	0.3	0.5	1.2	1.4	0.6	-0.1
Nov-07	0.3	4.2	0.0	-0.6	-0.5	-0.1	1.4	-0.2
Dec-07	-0.1	-1.7	0.0	-0.5	-1.1	0.3	0.4	-0.1
Jan-08	-0.6	1.4	1.0	-0.2	0.8	0.8	-0.1	-0.5
Feb-08	-0.5	-3.4	0.9	0.6	-1.1	0.5	-0.7	0.9
Mar-08	-1.9	2.4	-0.9	-0.2	0.1	0.8	0.6	0.4

[1]Source: Statistics Canada (Employment data from Survey of Employment Payroll & Hours) and BC Stats.

[2]Source: Pannell Kerr Forster and BC Stats.

[3]Occupancy Rate change expressed as percentage point change.

[4]No identifiable seasonality.

Table 9: Food Services Receipts, Seasonally Adjusted

Period	Food Services and Drinking Places[1]					
	Receipts ($ million)					
	BC[2]			Canada		
	Total	Drinking places	Food Services	Total	Drinking places	Food Services
Annual data						
2003	6,318.0	567.7	5,750.3	38,569.6	2,516.8	36,052.8
2004	6,686.9	604.0	6,082.9	40,409.0	2,595.0	37,814.1
2005	6,888.8	554.4	6,334.4	41,817.7	2,577.3	39,240.4
2006	7,371.0	436.3	6,934.6	44,218.3	2,464.6	41,753.7
2007	7,606.7	482.4	7,124.3	45,559.8	2,379.5	43,180.3
Annual growth rates						
2003	4.1	7.2	3.9	1.4	0.6	1.5
2004	5.8	6.4	5.8	4.8	3.1	4.9
2005	3.0	-8.2	4.1	3.5	-0.7	3.8
2006	7.0	-21.3	9.5	5.7	-4.4	6.4
2007	3.2	10.6	2.7	3.0	-3.5	3.4
Monthly data						
Mar-07	645	x	x	3,777	202	3,575
Apr-07	623	35	589	3,723	200	3,523
May-07	630	36	595	3,765	200	3,565
Jun-07	625	38	589	3,774	201	3,573
Jul-07	618	43	577	3,778	203	3,575
Aug-07	631	x	x	3,771	203	3,568
Sep-07	635	42	593	3,857	199	3,658
Oct-07	647	45	605	3,887	194	3,693
Nov-07	645	48	598	3,856	191	3,664
Dec-07	635	49	585	3,838	192	3,646
Jan-08	651	x	x	3,910	191	3,719
Feb-08	667	x	x	3,967	191	3,775
Mar-08	631	x	x	3,878	192	3,686
Month-over-month growth rates						
Mar-07	0.0	x	x	0.6	7.4	0.3
Apr-07	-3.4	x	x	-1.4	-1.3	-1.4
May-07	1.1	3.7	1.0	1.1	0.4	1.2
Jun-07	-0.8	5.9	-1.0	0.2	0.4	0.2
Jul-07	-1.0	12.3	-1.9	0.1	1.1	0.1
Aug-07	2.1	x	x	-0.2	-0.1	-0.2
Sep-07	0.7	x	x	2.3	-2.0	2.5
Oct-07	1.8	7.3	2.0	0.8	-2.3	0.9
Nov-07	-0.2	6.6	-1.1	-0.8	-1.6	-0.8
Dec-07	-1.7	1.9	-2.2	-0.4	0.4	-0.5
Jan-08	2.5	x	x	1.9	-0.6	2.0
Feb-08	2.5	x	x	1.4	0.4	1.5
Mar-08	-5.4	x	x	-2.2	0.3	-2.4

[1]Source: Statistics Canada & BC Stats.

[2]Seasonally adjusted totals are calculated by Statistics Canada; Food Services and Drinking Places receipts are BC Stats estimates and may not sum exactly to provincial totals.

x = data not available

Explanatory Notes

Data Sources

All room revenue data reported is compiled by BC STATS using the hotel tax database maintained and administered by the Consumer Taxation Branch of the Ministry of Small Business and Revenue.

Traveller Entry data is from Statistics Canada. All other data sources are accredited within the report.

Accommodation Categories

Each property has been assigned to one of eight accommodation categories. In addition to motels and four sizes of hotels, there are three special accommodation categories:

Fishing Lodges -- All inland and coastal fishing camps located on or near lakes, rivers and oceans. Includes lodges which offer inland fishing expeditions, marinas with accommodation and lodges offering the services of fishing guides.

Vacation Rentals -- Includes beach houses, cabins, and selected trailer parks. May also include certain inns and apartment complexes.

Miscellaneous -- Includes guest ranches; outfitting, adventure hunting and other types of outdoor adventure; lodges that cater to skiers, hikers, etc. (with the exception of those lodges that mainly service cabins); bed and breakfasts; and houseboats. Also includes universities, mining firms, farms and other establishments renting rooms whose primary activity is not accommodation.

Seasonally Adjusted Data

Accommodation revenue exhibits large, regular seasonal fluctuations, characterised by peaks in the summer months and troughs in the winter months.

The *Tourism Sector Monitor* report uses Statistics Canada's X11/ARIMA/88 technique to remove the effects of seasonality from the revenue time series. The resulting seasonally adjusted series provides a useful tool for the analysis of underlying trends in accommodation revenue.

Unless otherwise indicated, revenue data in the *Tourism Sector Monitor* report is adjusted for seasonal fluctuations.

Limitations

The data reported here is derived from the hotel tax database. Tax is not payable for several kinds of accommodation, including:

1. properties with three or fewer rooms (such as small bed and breakfast operations);
2. room rentals exceeding one month in duration;
3. lodging where the daily rate is below $20;
4. lodging supplied to passengers of a ship or train while the ship or train is in transit or is making a scheduled stopover in the Province;
5. lodging supplied by employers to employees; and,
6. lodging supplied to consular employees and their staff.

Readers wishing more information regarding the nature of the hotel tax are referred to the *Hotel Room Tax Act* and the Hotel Room Tax Regulations.

Room Counts

Data are obtained primarily from Tourism BC's *Accommodation Guide* and supplemented by estimates from the Consumer Taxation Branch's hotel tax file. Vendors and their rooms are not counted in any given month unless revenue has been reported.

Suppression

The protection of confidentiality requires the suppression of categories not containing at least 10 properties. In most cases, protection is achieved by aggregating confidential cells into larger categories.

Revisions

A standard revision cycle accommodates corrections to the source data, to the allocation of consolidated reporters, and to the coding of properties by accommodation type. Revisions are implicit in the seasonally adjusted data and in the month-over-month, year-over-year and year-to-date percentage changes of subsequent reports, and are comprehensively reported in the annual tables published in the Annual issue of the *Tourism Sector Monitor* report.

Tourism Sector Monitor is prepared by BC STATS, Ministry of Labour and Citizens' Services, using data from the Consumer Taxation Branch of the Ministry of Small Business and Revenue.

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